

Listing of the Claims:

The following is a complete listing of all the claims in the application, with an indication of the status of each:

1. (Original) A broadcasting service system comprising:

a broadcast station for broadcasting program contents;
at least one audiovisual system for viewing the program contents; and
a repeater station for storing the program contents broadcasted by the broadcast station and rebroadcasting the stored program contents to at least one audiovisual system making a request for viewing the program contents when at least one audiovisual system requests the repeater station to view the program contents,

the repeater station connecting at least one audiovisual system in response to its request for viewing the program contents, broadcasting advertisement contents to at least one audiovisual system connected to the repeater station, measuring an advertisement effect on the basis of a number of the connected audiovisual systems viewing the advertisement contents and a broadcasting time of the advertisement contents, and rebroadcasting the program contents to the connected audiovisual systems only when the measured advertisement effect meets a predetermined target advertisement effect.

2. (Original) The broadcasting service system of claim 1, wherein the repeater station calculates an expected waiting time until the rebroadcasting of the program contents is started on the basis of the measured result of the advertisement effect and broadcasts a combination of the advertisement contents and the calculated expected waiting time on a broadcasting screen to the connected audiovisual systems.

3. (original) The broadcasting service system of claim 1, wherein the repeater station receives a plurality of programs of program contents broadcasted by the broadcast station, calculates an advertisement effect of each program of the program contents on the basis of a number of the audiovisual systems each making a request for viewing each program of the program contents, calculates a recording

cost for recording each program of the program contents, calculates a proper recording time of each program of the program contents on the basis of the calculated advertisement effect and the calculated recording cost, predicts the program contents which permit to obtain the advertisement effects more than their recording costs on the basis of their calculated proper recording times, and selectively stores only the program contents predicted that the program contents permit to obtain the advertisement effects more than their recording costs.

4. (Original) A broadcasting service system comprising:

- a broadcast station for broadcasting program contents;
 - at least one audiovisual system for viewing the program contents; and
 - a repeater station for storing the program contents broadcasted by the broadcast station and rebroadcasting the stored program contents to at least one audiovisual system making a request for viewing the program contents when at least one audiovisual system requests the repeater station to view the program contents,
- the repeater station includes:
- a receiver for receiving the program contents broadcasted by the broadcast station;
 - a program contents storage for storing the program contents received by the receiver;
 - an advertisement contents storage for storing the advertisement contents;
 - a broadcasting set for connecting at least one audiovisual system in response to its request for viewing the program contents stored in the program contents storage and broadcasting the program contents and the advertisement contents stored in the advertisement contents storage to the audiovisual systems connected to the broadcasting set; and
 - an advertisement effect measurer for measuring an advertisement effect on the basis of the number of the connected audiovisual systems viewing the advertisement contents and the broadcasting time of the advertisement contents and allowing the broadcasting set to start the broadcasting of the program contents to the connected audiovisual systems only when the measured advertisement effect meets the predetermined target advertisement effect and the repeater station

4

connecting at least one audiovisual system in response to its request for viewing the program contents, broadcasting advertisement contents to at least one audiovisual system connected to the repeater station, measuring an advertisement effect on the basis of a number of the connected audiovisual systems viewing the advertisement contents and a broadcasting time of the advertisement contents, and rebroadcasting the program contents to the connected audiovisual systems only when the measured advertisement effect meets a predetermined target advertisement effect, and

the broadcasting set rebroadcasting the program contents requested by the connected audiovisual systems to the connected audiovisual systems only when the advertisement effect measurer permits the broadcasting set to start the broadcasting of the program contents.

5. (original) The broadcasting service system of claim 4, wherein the advertisement effect measurer calculates an expected waiting time until the rebroadcasting of the program contents is started on the basis of the measured result of the advertisement effect, and the broadcasting set broadcasts a combination of the advertisement contents and the expected waiting time calculated by the advertisement effect measurer on a broadcasting screen to the connected audiovisual systems.

6. (original) A broadcasting service system comprising:

- a broadcast station for broadcasting program contents;
- at least one audiovisual systems for viewing the program contents;
- a repeater station for storing the program contents broadcasted by the broadcast station and rebroadcasting the stored program contents to at least one audiovisual system making a request for viewing the program contents when at least one audiovisual system requests the repeater station to view the program contents; and
- an advertisement broadcast station for broadcasting advertisement contents,
- the repeater station connecting at least one audiovisual system in response to its request for viewing the program contents, broadcasting advertisement contents broadcasted by the advertisement broadcast station to at least one

audiovisual system connected to the repeater station, measuring an advertisement effect on the basis of a number of the connected audiovisual systems viewing the advertisement contents and a broadcasting time of the advertisement contents, and rebroadcasting the program contents to the connected audiovisual systems only when the measured advertisement effect meets a predetermined target advertisement effect.

7. (original) The broadcasting service system of claim 6, wherein the repeater station calculates an expected waiting time until the rebroadcasting of the program contents is started on the basis of the measured result of the advertisement effect and broadcasts a combination of the advertisement contents and the calculated expected waiting time on a broadcasting screen to the connected audiovisual systems.

8. (original) The broadcasting service system of claim 6, wherein the repeater station receives a plurality of programs of program contents broadcasted by the broadcast station, calculates an advertisement effect of each program of the program contents on the basis of a number of the audiovisual systems each making a request for viewing each program of the program contents, calculates a recording cost for recording each program of the program contents, calculates a proper recording time of each program of the program contents on the basis of the calculated advertisement effect and the calculated recording cost, predicts the program contents which permit to obtain the advertisement effects more than their recording costs on the basis of their calculated proper recording times, and selectively stores only the program contents predicted that the program contents permit to obtain the advertisement effects more than their recording costs.

9. (original) A broadcasting service system comprising:

- a broadcast station for broadcasting program contents;
- at least one audiovisual systems for viewing the program contents;
- a repeater station for storing the program contents broadcasted by the broadcast station and rebroadcasting the stored program contents to at least one audiovisual system making a request for viewing the program contents when at

6

least one audiovisual system requests the repeater station to view the program contents; and

an advertisement broadcast station for broadcasting advertisement contents, the repeater station includes:

a first receiver for receiving the program contents broadcasted by the broadcast station;

a second receiver for receiving the advertisement contents broadcasted by the advertisement broadcast station;

a program contents storage for storing the program contents received by the first receiver;

a broadcasting set for connecting at least one audiovisual system in response to its request for viewing the program contents stored in the program contents storage and broadcasting the program contents and the advertisement contents received by the second receiver to the audiovisual systems connected to the broadcasting set; and

an advertisement effect measurer for measuring an advertisement effect on the basis of the number of the connected audiovisual systems viewing the advertisement contents and the broadcasting time of the advertisement contents and allowing the broadcasting set to start the broadcasting of the program contents to the connected audiovisual systems only when the measured advertisement effect meets the predetermined target advertisement effect,

the broadcasting set rebroadcasting the program contents requested by the connected audiovisual systems to the connected audiovisual systems only when the advertisement effect measurer permits the broadcasting set to start the broadcasting of the program contents, and

the repeater station connecting at least one audiovisual system in response to its request for viewing the program contents, broadcasting advertisement contents broadcasted by the advertisement broadcast station to at least one audiovisual system connected to the repeater station, measuring an advertisement effect on the basis of a number of the connected audiovisual systems viewing the advertisement contents and a broadcasting time of the advertisement contents, and

rebroadcasting the program contents to the connected audiovisual systems only when the measured advertisement effect meets a predetermined target

advertisement effect.

10. (Original) The broadcasting service system of claim 9, wherein the advertisement effect measurer calculates an expected waiting time until the rebroadcasting of the program contents is started on the basis of the measured result of the advertisement effect, and the broadcasting set broadcasts a combination of the advertisement contents and the expected waiting time calculated by the advertisement effect measurer on a broadcasting screen to the connected audiovisual systems.

11. (original) A broadcasting service system comprising:

- a broadcast station for broadcasting program contents;
- at least one audiovisual system for viewing the program contents; and
- a repeater station for storing the program contents broadcasted by the broadcast station and rebroadcasting the stored program contents to at least one audiovisual system making a request for viewing the program contents when at least one audiovisual system requests the repeater station to view the program contents,

the repeater station connecting at least one audiovisual system in response to its request for viewing the program contents, predicting whether or not a predetermined target advertisement effect can be attained within a broadcasting time of the program contents under a condition that a broadcasting of advertisement contents is inserted during a rebroadcasting of the program contents to the audiovisual systems connected to the repeater station, and rebroadcasting the program contents requested by the connected audiovisual systems to the connected audiovisual systems while inserting the broadcasting of the advertisement contents during the rebroadcasting of the program contents only when it is predicted that the predetermined target advertisement effect can be attained.

12. (Original) The broadcasting service system of claim 11, wherein the repeater station includes:

- a receiver for receiving the program contents broadcasted by the broadcast

station;

a program contents storage for storing the program contents received by the receiver;

an advertisement contents storage for storing the advertisement contents;

a broadcasting set for connecting at least one audiovisual system in response to its request for viewing the program contents stored in the program contents storage, and rebroadcasting the program contents requested by the audiovisual systems connected to the broadcasting set to the connected audiovisual systems while inserting the broadcasting of the advertisement contents stored in the advertisement contents storage during the rebroadcasting of the program contents; and

an advertisement effect measurer for predicting whether or not a predetermined target advertisement effect can be attained within a broadcasting time of the program contents under the condition that the broadcasting of the advertisement contents is inserted during the rebroadcasting of the program contents to the connected audiovisual systems and allowing the broadcasting set to start the broadcasting of the program contents to the connected audiovisual systems only when it is predicted that the predetermined target advertisement effect can be attained,

the broadcasting set rebroadcasting the program contents requested by the connected audiovisual systems to the connected audiovisual systems while inserting the broadcasting of the advertisement contents during the rebroadcasting of the program contents only when the advertisement effect measurer permits the broadcasting set to start the broadcasting of the program contents.

13. (Original) The broadcasting service system of claim 11, wherein the repeater station receives a plurality of programs of program contents broadcasted by the broadcast station, calculates an advertisement effect of each program of the program contents on the basis of a number of the audiovisual systems each making a request for viewing each program of the program contents, calculates a recording cost for recording each program of the program contents, calculates a proper recording time of each program of the program contents on the basis of the calculated advertisement effect and the calculated recording cost, predicts the

program contents which permit to obtain the advertisement effects more than their recording costs on the basis of their calculated proper recording times, and selectively stores only the program contents predicted that the program contents permit to obtain the advertisement effects more than their recording costs.

14. (Original) A broadcasting service system comprising:

- a broadcast station for broadcasting program contents;
- at least one audiovisual systems for viewing the program contents;
- a repeater station for storing the program contents broadcasted by the broadcast station and rebroadcasting the stored program contents to at least one audiovisual system making a request for viewing the program contents when at least one audiovisual system requests the repeater station to view the program contents; and
- an advertisement broadcast station for broadcasting advertisement contents, the repeater station connecting at least one audiovisual system in response to its request for viewing the program contents, predicting whether or not a predetermined target advertisement effect can be attained within a broadcasting time of the program contents under a condition that a broadcasting of the advertisement contents broadcasted by the advertisement broadcast station is inserted during a rebroadcasting of the program contents to the audiovisual systems connected to the repeater station, and rebroadcasting the program contents requested by the connected audiovisual systems to the connected audiovisual systems while inserting the broadcasting of the advertisement contents during the rebroadcasting of the program contents only when it is predicted that the predetermined target advertisement effect can be attained.

15. (Original) The broadcasting service system of claim 14, wherein the repeater station includes:

- a first receiver for receiving the program contents broadcasted by the broadcast station;
- a second receiver for receiving the advertisement contents broadcasted by the advertisement broadcast station;
- a program contents storage for storing the program contents received by the

first receiver;

a broadcasting set for connecting at least one audiovisual system in response to its request for viewing the program contents stored in the program contents storage, and rebroadcasting the program contents requested by the audiovisual systems connected to the broadcasting set to the connected audiovisual systems while inserting the broadcasting of the advertisement contents received by the second receiver during the rebroadcasting of the program contents; and

an advertisement effect measurer for predicting whether or not the predetermined target advertisement effect can be attained within the broadcasting time of the program contents under the condition that the broadcasting of the advertisement contents is inserted during the rebroadcasting of the program contents to the connected audiovisual systems, and allowing the broadcasting set to start the broadcasting of the program contents to the connected audiovisual systems only when it is predicted that the predetermined target advertisement effect can be attained,

the broadcasting set rebroadcasting the program contents requested by the connected audiovisual systems to the connected audiovisual systems while inserting the broadcasting of the advertisement contents during the rebroadcasting of the program contents only when the advertisement effect measurer permits the broadcasting set to start the broadcasting of the program contents.

16. (Original) The broadcasting service system of claim 14, wherein the repeater station receives a plurality of programs of program contents broadcasted by the broadcast station, calculates an advertisement effect of each program of the program contents on the basis of a number of the audiovisual systems each making a request for viewing each program of the program contents, calculates a recording cost for recording each program of the program contents, calculates a proper recording time of each program of the program contents on the basis of the calculated advertisement effect and the calculated recording cost, predicts the program contents which permit to obtain the advertisement effects more than their recording costs on the basis of their calculated proper recording times, and selectively stores only the program contents predicted that the program contents permit to obtain the advertisement effects more than their recording costs.

Docket: 01600073aa

11

17. (Original) A broadcasting service system comprising:

- a broadcast station for broadcasting program contents;
- at least one audiovisual systems for viewing the program contents; and
- a repeater station for storing the program contents broadcasted by the broadcast station and rebroadcasting the stored program contents to at least one audiovisual system making a request for viewing the program contents when at least one audiovisual system requests the repeater station to view the program contents,

the repeater station connecting at least one audiovisual system in response to its request for viewing the program contents, predicting whether or not a predetermined target advertisement effect can be attained within a broadcasting time of the program contents under a condition that a combination of the program contents and advertisement contents on a broadcasting screen is rebroadcasted to the audiovisual systems connected to the repeater station, and rebroadcasting the combination of the program contents and the advertisement contents on the broadcasting screen to the connected audiovisual systems only when it is predicted that the predetermined target advertisement effect can be attained.

18. (Original) The broadcasting service system of claim 17, wherein the repeater station includes:

- a receiver for receiving the program contents broadcasted by the broadcast station;

- a program contents storage for storing the program contents received by the receiver;

- an advertisement contents storage for storing the advertisement contents;

- a broadcasting set for connecting at least one audiovisual system in response to its request for viewing the program contents stored in the program contents storage, and rebroadcasting the combination of the program contents requested by the audiovisual systems connected to the broadcasting set and the advertisement contents stored in the advertisement contents storage on the broadcasting screen to the connected audiovisual systems; and

- an advertisement effect measurer for predicting whether or not a

predetermined target advertisement effect can be attained within the broadcasting

time of the program contents under the condition that the combination of the program contents and the advertisement contents on the broadcasting screen is rebroadcasted, and allowing the broadcasting set to start the broadcasting of the program contents to the connected audiovisual systems only when it is predicted that the predetermined target advertisement effect can be attained,

the broadcasting set rebroadcasting the combination of the program contents and the advertisement contents on the broadcasting screen to the connected audiovisual systems only when the advertisement effect measurer permits the broadcasting set to start the broadcasting of the program contents.

19. (original) The broadcasting service system of claim 17, wherein the repeater station receives a plurality of programs of program contents broadcasted by the broadcast station, calculates an advertisement effect of each program of the program contents on the basis of a number of the audiovisual systems each making a request for viewing each program of the program contents, calculates a recording cost for recording each program of the program contents, calculates a proper recording time of each program of the program contents on the basis of the calculated advertisement effect and the calculated recording cost, predicts the program contents which permit to obtain the advertisement effects more than their recording costs on the basis of their calculated proper recording times, and selectively stores only the program contents predicted that the program contents permit to obtain the advertisement effects more than their recording costs.

20. (Original) A broadcasting service system comprising:

a broadcast station for broadcasting program contents;

at least one audiovisual systems for viewing the program contents;

a repeater station for storing the program contents broadcasted by the broadcast station and rebroadcasting the stored program contents to at least one audiovisual system making a request for viewing the program contents when at least one audiovisual system requests the repeater station to view the program contents; and

an advertisement broadcast station for broadcasting advertisement contents,

the repeater station connecting at least one audiovisual system in response

to its request for viewing the program contents, predicting whether or not a predetermined target advertisement effect can be attained within a broadcasting time of the program contents under a condition that a combination of the program contents and the advertisement contents broadcasted by the advertisement broadcast station on a broadcasting screen is rebroadcasted to the audiovisual systems connected to the repeater station, and rebroadcasting the combination of the program contents and the advertisement contents on the broadcasting screen to the connected audiovisual systems only when it is predicted that the predetermined target advertisement effect can be attained.

21. (Original) The broadcasting service system of claim 20, wherein the repeater station includes:

- a first receiver for receiving the program contents broadcasted by the broadcast station;

- a second receiver for receiving the advertisement contents broadcasted by the advertisement broadcast station;

- a program contents storage for storing the program contents received by the first receiver;

- a broadcasting set for connecting at least one audiovisual system in response to its request for viewing the program contents stored in the program contents storage, and rebroadcasting the combination of the program contents requested by the audiovisual systems connected to the broadcasting set and the advertisement contents received by the second receiver on the broadcasting screen to the connected audiovisual systems; and

- an advertisement effect measurer for predicting whether or not the predetermined target advertisement effect can be attained within the broadcasting time of the program contents under the condition that the combination of the program contents and the advertisement contents on the broadcasting screen is rebroadcasted, and allowing the broadcasting set to start the broadcasting of the program contents to the connected audiovisual systems only when it is predicted that the predetermined target advertisement effect can be attained,

- the broadcasting set rebroadcasting the combination of the program contents and the advertisement contents on the broadcasting screen to the connected

audiovisual systems only when the advertisement effect measurer permits the broadcasting set to start the broadcasting of the program contents.

22. (Original) The broadcasting service system of claim 20, wherein the repeater station receives a plurality of programs of program contents broadcasted by the broadcast station, calculates an advertisement effect of each program of the program contents on the basis of a number of the audiovisual systems each making a request for viewing each program of the program contents, calculates a recording cost for recording each program of the program contents, calculates a proper recording time of each program of the program contents on the basis of the calculated advertisement effect and the calculated recording cost, predicts the program contents which permit to obtain the advertisement effects more than their recording costs on the basis of their calculated proper recording times, and selectively stores only the program contents predicted that the program contents permit to obtain the advertisement effects more than their recording costs.

23. (Currently amended) A delay broadcasting method in broadcasting service using a broadcasting service system, the method comprising:

- ~~a broadcast station for broadcasting program contents;~~
- ~~at least one audiovisual systems for viewing the program contents; and~~
- ~~a repeater station for storing the program contents broadcasted by the broadcast station and rebroadcasting the stored program contents to at least one audiovisual system making a request for viewing the program contents when at least one audiovisual system requests the repeater station to view the program contents;~~
- ~~the repeater station connecting at least one audiovisual system in response to its request for viewing the program contents, broadcasting advertisement contents to at least one audiovisual system connected to the repeater station, measuring an advertisement effect on the basis of a number of the connected audiovisual systems viewing the advertisement contents and a broadcasting time of the advertisement contents, and rebroadcasting the program contents to the connected audiovisual systems only when the measured advertisement effect meets a predetermined target advertisement effect;~~

~~comprising the steps of:~~

connecting a the repeater station to one or more the audiovisual systems
making a the request for viewing a the program contents;

broadcasting the advertisement contents from a the repeater station to the
audiovisual systems connected to the repeater station;

measuring an the advertisement effect on a the basis of a the number of the
connected audiovisual systems viewing the advertisement contents and a the
broadcasting time of the advertisement contents;

discriminating whether or not a the predetermined target advertisement
effect can be attained on a the basis of a the measured result of the advertisement
effect; and

rebroadcasting a the stored program contents requested by the connected
audiovisual systems to the connected audiovisual systems when it is determined
that a the predetermined target advertisement effect can be attained.

24. (Currently amended) A delay broadcasting method in broadcasting service
using a broadcasting service system, the method comprising:

~~a broadcast station for broadcasting program contents;~~

~~at least one audiovisual systems for viewing the program contents;~~

~~a repeater station for storing the program contents broadcasted by the
broadcast station and rebroadcasting the stored program contents to at least one
audiovisual system making a request for viewing the program contents when at
least one audiovisual system requests the repeater station to view the program
contents; and~~

~~an advertisement broadcast station for broadcasting advertisement contents;~~

~~the repeater station connecting at least one audiovisual system in response to
its request for viewing the program contents, broadcasting advertisement contents
broadcasted by the advertisement broadcast station to at least one audiovisual
system connected to the repeater station, measuring an advertisement effect on the
basis of a number of the connected audiovisual systems viewing the advertisement
contents and a broadcasting time of the advertisement contents; and~~

~~rebroadcasting the program contents to the connected audiovisual systems only
when the measured advertisement effect meets a predetermined target~~

advertisement effect;

~~comprising the steps of:~~

connecting ~~a the~~ repeater station to one or more ~~the~~ audiovisual systems

making ~~a the~~ request for viewing ~~a the~~ program contents;

broadcasting ~~the~~ advertisement contents from ~~a the~~ repeater station to the
audiovisual systems connected to the repeater station;

measuring an ~~the~~ advertisement effect on ~~a the~~ basis of ~~a the~~ number of the
connected audiovisual systems viewing the advertisement contents and ~~a the~~
broadcasting time of the advertisement contents;

discriminating whether or not ~~a the~~ predetermined target advertisement
effect can be attained on ~~a the~~ basis of ~~a the~~ measured result of the advertisement
effect; and

rebroadcasting ~~a the~~ stored program contents requested by the connected
audiovisual systems to the ~~connected~~ audiovisual systems when it is determined
that ~~a the~~ predetermined target advertisement effect can be attained.

25. (Currently amended) The delay broadcasting method of claim 23, further
comprising the steps of:

calculating an ~~the~~ expected waiting time on the basis of the measured result
of the advertisement effect until the rebroadcasting of the program contents is
started; and

broadcasting ~~a the~~ combination of the advertisement contents and the
expected waiting time on the broadcasting screen from the repeater system to the
audiovisual systems connected to the repeater system.

26. (Currently amended) The delay broadcasting method of claim 24, further
comprising the steps of:

calculating an ~~the~~ expected waiting time on the basis of the measured result
of the advertisement effect until the rebroadcasting of the program contents is
started; and

broadcasting ~~a the~~ combination of the advertisement contents and the
expected waiting time on the broadcasting screen from the repeater system to the
audiovisual systems connected to the repeater system.

27. (Currently amended) A delay broadcasting method in broadcasting service using a broadcasting service system, the method comprising:

- ~~—— a broadcast station for broadcasting program contents;~~
- ~~—— at least one audiovisual systems for viewing the program contents; and~~
- ~~—— a repeater station for storing the program contents broadcasted by the broadcast station and rebroadcasting the stored program contents to at least one audiovisual system making a request for viewing the program contents when at least one audiovisual system requests the repeater station to view the program contents;~~
- ~~—— the repeater station connecting at least one audiovisual system in response to its request for viewing the program contents, predicting whether or not a predetermined target advertisement effect can be attained within a broadcasting time of the program contents under a condition that a broadcasting of advertisement contents is inserted during a rebroadcasting of the program contents to the audiovisual systems connected to the repeater station, and rebroadcasting the program contents requested by the connected audiovisual systems to the connected audiovisual systems while inserting the broadcasting of the advertisement contents during the rebroadcasting of the program contents only when it is predicted that the predetermined target advertisement effect can be attained;~~
- ~~—— comprising the steps of:~~

connecting a the repeater station to one or more the audiovisual systems making a the request for viewing the a program contents;

predicting whether or not a the predetermined target advertisement effect can be attained within a the broadcasting time of the program contents under a the condition that the broadcasting of the an advertisement contents is inserted during the rebroadcasting of the program contents to the audiovisual systems connected to a the repeater station; and

rebroadcasting the program contents requested by the ~~connected~~ audiovisual systems to the ~~connected~~ audiovisual systems while inserting the broadcasting of the advertisement contents during the rebroadcasting of the program contents only when it is predicted that the a predetermined target advertisement effect can be attained.

28. (Currently amended) A delay broadcasting method in broadcasting service using a broadcasting service system, the method comprising:

- ~~a broadcast station for broadcasting program contents;~~
- ~~at least one audiovisual systems for viewing the program contents;~~
- ~~a repeater station for storing the program contents broadcasted by the broadcast station and rebroadcasting the stored program contents to at least one audiovisual system making a request for viewing the program contents when at least one audiovisual system requests the repeater station to view the program contents; and~~
- ~~an advertisement broadcast station for broadcasting advertisement contents;~~
- ~~the repeater station connecting at least one audiovisual system in response to its request for viewing the program contents, predicting whether or not a predetermined target advertisement effect can be attained within a broadcasting time of the program contents under a condition that a broadcasting of the advertisement contents broadcasted by the advertisement broadcast station is inserted during a rebroadcasting of the program contents to the audiovisual systems connected to the repeater station; and rebroadcasting the program contents requested by the connected audiovisual systems to the connected audiovisual systems while inserting the broadcasting of the advertisement contents during the rebroadcasting of the program contents only when it is predicted that the predetermined target advertisement effect can be attained;~~
- ~~comprising the steps of:~~
 - connecting a the repeater station to one or more ~~the~~ audiovisual systems making the a request for viewing a the program contents;
 - predicting whether or not a the predetermined target advertisement effect can be attained within a the broadcasting time of the program contents under a the condition that the a broadcasting of the advertisement contents broadcasted by the advertisement broadcast station is inserted during a the rebroadcasting of the program contents to the audiovisual systems connected to the repeater station; and
 - rebroadcasting the program contents requested by the ~~connected~~ audiovisual systems to the ~~connected~~ audiovisual systems while inserting the broadcasting of the advertisement contents during the rebroadcasting of the program contents only when it is predicted that the a predetermined target advertisement effect can be

attained.

29. (Currently amended) A delay broadcasting method in broadcasting service using a broadcasting service system, the method comprising:

~~a broadcast station for broadcasting program contents;~~

~~at least one audiovisual systems for viewing the program contents; and~~

~~a repeater station for storing the program contents broadcasted by the broadcast station and rebroadcasting the stored program contents to at least one audiovisual system making a request for viewing the program contents when at least one audiovisual system requests the repeater station to view the program contents;~~

~~the repeater station connecting at least one audiovisual system in response to its request for viewing the program contents, predicting whether or not a predetermined target advertisement effect can be attained within a broadcasting time of the program contents under a condition that a combination of the program contents and advertisement contents on a broadcasting screen is rebroadcasted to the audiovisual systems connected to the repeater station; and rebroadcasting the combination of the program contents and the advertisement contents on the broadcasting screen to the connected audiovisual systems only when it is predicted that the predetermined target advertisement effect can be attained;~~

~~comprising the steps of:~~

~~connecting a the repeater station to one or more the audiovisual systems making the a request for viewing the a program contents;~~

~~predicting whether or not a the predetermined target advertisement effect can be attained within a the broadcasting time of the program contents under a the condition that the a combination of the program contents requested by the audiovisual systems connected to the repeater station and advertisement contents on a the broadcasting screen is rebroadcasted to the connected audiovisual systems; and~~

~~rebroadcasting the a combination of the program contents and the advertisement contents on the broadcasting screen to the connected audiovisual systems only when it is predicted that a the predetermined target advertisement effect can be attained.~~

30. (Currently amended) A delay broadcasting method in broadcasting service using a broadcasting service system, the method comprising:

- ~~— a broadcast station for broadcasting program contents;~~
- ~~— at least one audiovisual systems for viewing the program contents;~~
- ~~— a repeater station for storing the program contents broadcasted by the broadcast station and rebroadcasting the stored program contents to at least one audiovisual system making a request for viewing the program contents when at least one audiovisual system requests the repeater station to view the program contents; and~~
- ~~— an advertisement broadcast station for broadcasting advertisement contents;~~
- ~~— the repeater station connecting at least one audiovisual system in response to its request for viewing the program contents, predicting whether or not a predetermined target advertisement effect can be attained within a broadcasting time of the program contents under a condition that a combination of the program contents and the advertisement contents broadcasted by the advertisement broadcast station on a broadcasting screen is rebroadcasted to the audiovisual systems connected to the repeater station, and rebroadcasting the combination of the program contents and the advertisement contents on the broadcasting screen to the connected audiovisual systems only when it is predicted that the predetermined target advertisement effect can be attained;~~
- ~~— comprising the steps of:~~

connecting a the repeater station to one or more the audiovisual systems making a the request for viewing a the program contents;

predicting whether or not a the predetermined target advertisement effect can be attained within a the broadcasting time of the program contents under a the condition that a the combination of the program contents requested by the audiovisual systems connected to the repeater station and advertisement contents broadcasted by the an advertisement broadcast station on a the broadcasting screen is rebroadcasted to the connected audiovisual systems; and

rebroadcasting the combination of the program contents and the advertisement contents on the broadcasting screen to the ~~connected~~ audiovisual systems only when it is predicted that the predetermined target advertisement effect can be attained.

31. (Original) The delay broadcasting method of claim 23, wherein the repeater station receives a plurality of programs of program contents broadcasted by the broadcast station, further comprising:

calculating an advertisement effect of each program of the program contents on the basis of a number of the audiovisual systems each making a request for viewing each program of the program contents;

calculating a recording cost for recording each program of the program contents;

calculating a proper recording time of each program of the program contents on the basis of the calculated advertisement effect and the calculated recording cost;

predicting the program contents which permit to obtain the advertisement effects more than their recording costs on the basis of their calculated proper recording times; and

storing selectively only the program contents predicted that the program contents permit to obtain the advertisement effects more than their recording costs.

32. (Original) The delay broadcasting method of claim 24, wherein the repeater station receives a plurality of programs of program contents broadcasted by the broadcast station, further comprising:

calculating an advertisement effect of each program of the program contents on the basis of a number of the audiovisual systems each making a request for viewing each program of the program contents;

calculating a recording cost for recording each program of the program contents;

calculating a proper recording time of each program of the program contents on the basis of the calculated advertisement effect and the calculated recording cost;

predicting the program contents which permit to obtain the advertisement effects more than their recording costs on the basis of their calculated proper recording times; and

storing selectively only the program contents predicted that the program contents permit to obtain the advertisement effects more than their recording costs.

33. (Original) The delay broadcasting method of claim 27, wherein the repeater station receives a plurality of programs of program contents broadcasted by the broadcast station, further comprising:

calculating an advertisement effect of each program of the program contents on the basis of a number of the audiovisual systems each making a request for viewing each program of the program contents;

calculating a recording cost for recording each program of the program contents;

calculating a proper recording time of each program of the program contents on the basis of the calculated advertisement effect and the calculated recording cost;

predicting the program contents which permit to obtain the advertisement effects more than their recording costs on the basis of their calculated proper recording times; and

storing selectively only the program contents predicted that the program contents permit to obtain the advertisement effects more than their recording costs.

34. (Original) The delay broadcasting method of claim 28, wherein the repeater station receives a plurality of programs of program contents broadcasted by the broadcast station, further comprising:

calculating an advertisement effect of each program of the program contents on the basis of a number of the audiovisual systems each making a request for viewing each program of the program contents;

calculating a recording cost for recording each program of the program contents;

calculating a proper recording time of each program of the program contents on the basis of the calculated advertisement effect and the calculated recording cost;

predicting the program contents which permit to obtain the advertisement effects more than their recording costs on the basis of their calculated proper recording times; and

storing selectively only the program contents predicted that the program contents permit to obtain the advertisement effects more than their recording costs.

Docket: 01600073aa

23

35. (Original) The delay broadcasting method of claim 29, wherein the repeater station receives a plurality of programs of program contents broadcasted by the broadcast station, further comprising:

calculating an advertisement effect of each program of the program contents on the basis of a number of the audiovisual systems each making a request for viewing each program of the program contents;

calculating a recording cost for recording each program of the program contents;

calculating a proper recording time of each program of the program contents on the basis of the calculated advertisement effect and the calculated recording cost;

predicting the program contents which permit to obtain the advertisement effects more than their recording costs on the basis of their calculated proper recording times; and

storing selectively only the program contents predicted that the program contents permit to obtain the advertisement effects more than their recording costs.

36. (Original) The delay broadcasting method of claim 30, wherein the repeater station receives a plurality of programs of program contents broadcasted by the broadcast station, further comprising:

calculating an advertisement effect of each program of the program contents on the basis of a number of the audiovisual systems each making a request for viewing each program of the program contents;

calculating a recording cost for recording each program of the program contents;

calculating a proper recording time of each program of the program contents on the basis of the calculated advertisement effect and the calculated recording cost;

predicting the program contents which permit to obtain the advertisement effects more than their recording costs on the basis of their calculated proper recording times; and

storing selectively only the program contents predicted that the program contents permit to obtain the advertisement effects more than their recording costs.

37. (Previously presented). An advertisement method used with a broadcasting service system comprising the steps of:

broadcasting program contents from a broadcast station to at least one audiovisual system for viewing the program contents;

storing the program contents broadcasted by the broadcast station at a repeater station and rebroadcasting the stored program contents to at least one audiovisual system making a request for viewing the program contents when at least one audiovisual system requests the repeaters station to view the program contents;

connecting by the repeater station at least one audiovisual system in response to its request for viewing the program contents;

broadcasting advertisement contents to at least one audiovisual system connected to the repeater station;

measuring an advertisement effect on the basis of a number of the connected audiovisual systems viewing the advertisement contents and a broadcasting time of the advertisement contents; and

rebroadcasting the program contents to the connected audiovisual systems only when the measured advertisement effect meets a predetermined target advertisement effect.